

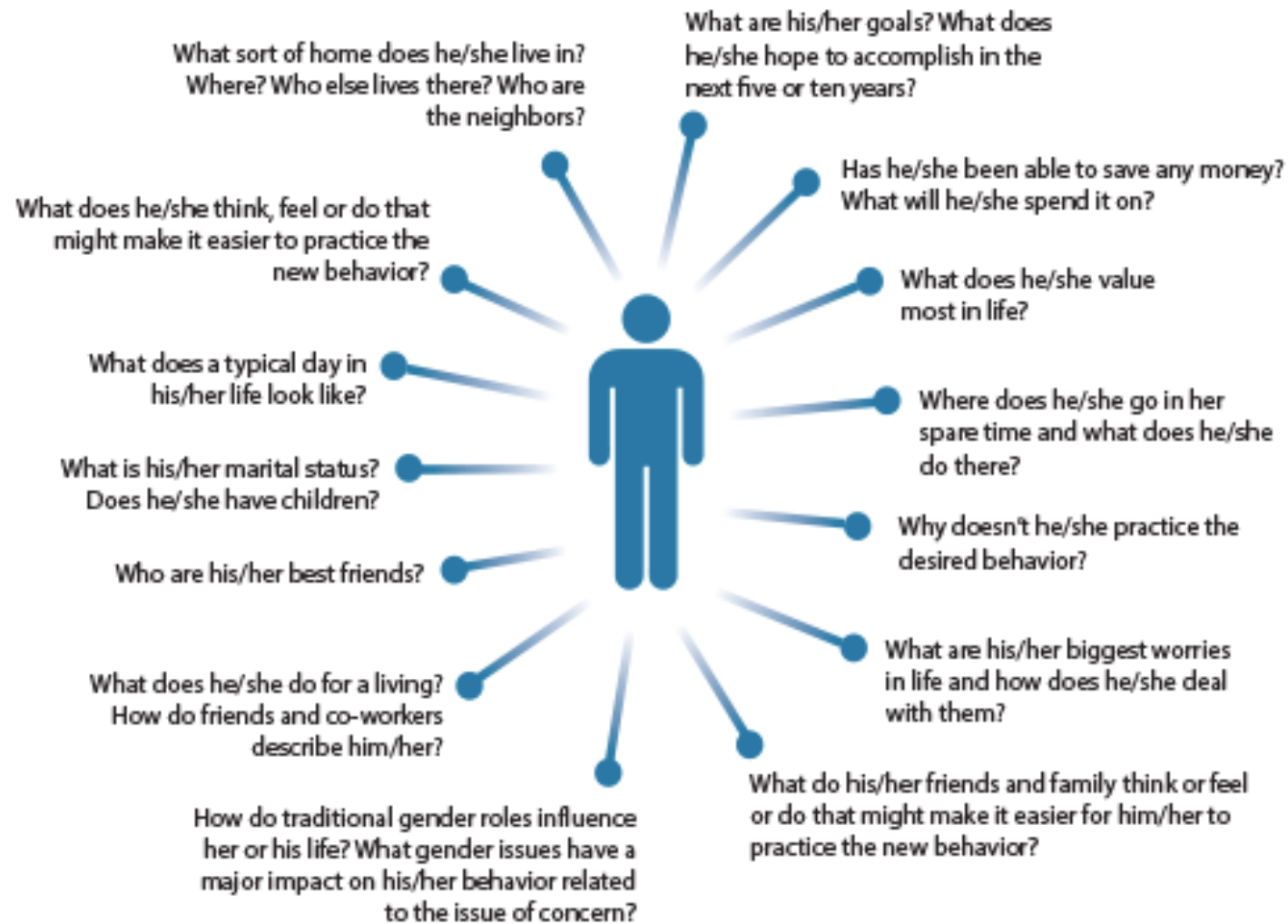
AUDIENCE ANALYSIS

CREATING AN AUDIENCE PROFILE



AUDIENCE ANALYSIS

- **KNOWING YOUR TARGET LISTENERS**
- **LOOKING INTO THE PROFILE OF YOUR TARGET AUDIENCE**



AUDIENCE PROFILE

1. DEMOGRAPHY

2. SITUATION

3. PSYCHOLOGY

- **INTEREST AND KNOWLEDGE**

1. DEMOGRAPHY

- **AGE RANGE**
- **MALE-FEMALE RATIO**
- **EDUCATIONAL BACKGROUND**
- **AFFILIATIONS**
- **NATIONALITY**
- **ECONOMIC STATUS**
- **ACADEMIC DESIGNATIONS**

Demographic Audience Analysis

- Analysis that focuses on **demographic** factors like age, gender, sexual orientation, religion, group membership, racial, ethnic or cultural background, etc.
1. Identify the general demographic features of your audience
 2. Gauge the importance of those features to a particular speaking situation



2. SITUATION

- **TIME**
- **VENUE**
- **OCCASION**
- **SIZE**

Situational Audience Analysis

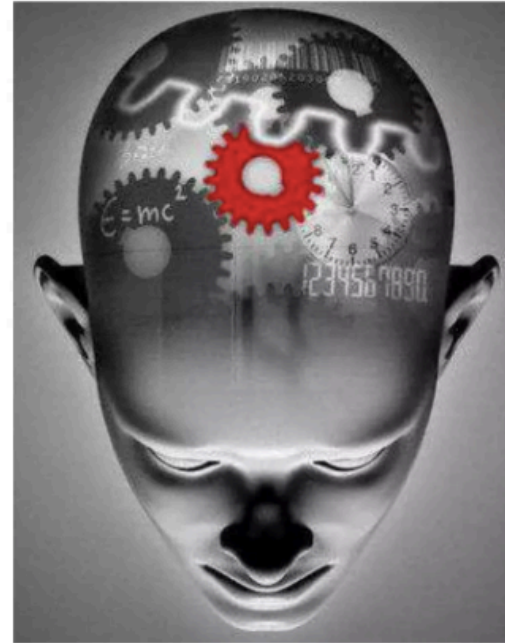
- **Size**
- **Physical setting**
 - temperature...seating...room size
 - time of day...before/after a meal
- **The audience's disposition toward:**
 - the topic
 - the speaker
 - the occasion

3. PSYCHOLOGY

- **VALUES**
- **BELIEFS**
- **ATTITUDES**
- **PREFERENCES**
- **CULTURAL & RACIAL IDEOLOGIES**
- **NEEDS**

The Psychology of Audiences

- When you listen to a speech, sometimes you pay close attention, other times your thoughts wander.
- You can force people to ATTEND a speech, but you cannot force someone to listen
- What a speaker says is filtered through the listener's frame of reference (the sum of his/her needs, interests, expectations, knowledge and experience)
- Egocentrism: the tendency of people to be concerned above all with their own values, beliefs and well-being



INTEREST & KNOWLEDGE

- **UNIQUENESS OF THE SPEAKER'S TOPIC**
- **GENERAL AMOUNT OF INFORMATION THAT THE AUDIENCE POSSESSES**

Audience Analysis

- Ways of understanding your audience's interest, knowledge, and opinions about your topic
- Systematic approaches: surveys, polls, focus groups, interviews
- Unsystematic approaches: brainstorming, demographics, guided questions

Layer 5: “Topic Interest” and “Prior Knowledge” Analysis

- Finally, you want to query your audience for their interest in, and prior knowledge of, your topic. If the goal of your speech is to deliver a unique and stirring presentation.
- It would make perfect sense to know ahead of time if your audience:
 - (1) is interested in what you have to say, and
 - (2) has any prior knowledge regarding your topic.